(8) Establishment of Ayurvedic treatment at Pilikula Nisargadhama.

(9) Yatri Niwas at Maravanthc.

(10) Tourist Home at Pajaka Kshctra, Udupi.

Tourism Industry

2494. SHRI JANESHWAR MISHRA: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether it is a fact that Government are going to adopt any well-planncd/wcll-considcrcd method for boosting tourism industry;

(b) if so, whether it is also a fact that the funds earmarked for promoting tourism industry is not sufficient;

(c) if so, the details thereof;

(d) whether it is also a fact that there arc ample employment opportunities in the tourism industry; and

(e) if so, what arc Government's plans in this regard?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN): (a) The Department of Tourism, Government of India has formulated the following short term and long term plans to encourage the foreign as well as domestic tourists in the country:—

(1) Positioning and maintaining tourism development as a National priority activity;

(2) Enhancing and maintaining the competitiveness of India as a tourism destination;

(3) Improving India's existing tourism products and expanding these to meet new market requirements;

(4) Creation of world class infrastructure;

(5) Developing sustained and effective market plans and programmes;

(6) Special thrust to rural and small segment tourism; and

(7) Attention to civilizational issues and issues pertaining to civic administration and good governance and also of social and cultural values.

(b) and (c) The budget of the Department of Tourism is allocated based on the availability of funds and competing demands.

(d) Tourism industry generates large scale employment opportunities both direct and indirect through multiplier effect by involving almost all the service sectors.

(e) The proposed strategy in the Tenth Five Year Plan is to:

* Position tourism as a major engine of economic growth.

* Attempt to harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism.

* Provide a major thrust to domestic tourism which will act as a spring board for growth and expansion of international tourism.

* Position India as a global brand to take advantage of the burgeoning global travel and trade and the vast untapped potential of India as a destination.

* Acknowledge the critical role of private sector with Government working as an active facilitator and catalyst.

* Create and develop integrated tourism circuits based on India's unique civilization, heritage and culture in partnership with the States, private sector and other agencies.

* Ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated, and "feels India within him".